

BUSINESS NOW PAVES PATH FOR "FIRST LADIES OF LAND"

Mrs. Harding and Mrs. Coolidge, Like Immediate Predecessors, Trained Workers.

(Special from a Staff Correspondent of The Evening World.)
WASHINGTON, March 8.—Girls who aspire to be the wives of future Presidents or Vice Presidents will enhance their chances by qualifying as business women, rather than social butterflies, judging from the precedents of the Wilson and Harding Administrations.

Mrs. Woodrow Wilson and Mrs. Warren G. Harding, as well as Mrs. Thomas R. Marshall and Mrs. Calvin Coolidge, are women who had business training. Mrs. Wilson was the first business woman to preside over the White House. Although a descendant of an aristocratic Virginia family, Mrs. Galt, who later became Mrs. Wilson, the second, is well remembered by the older Washingtonians as a bookkeeper and assistant in the Galt Jewelry Store on Pennsylvania Avenue, in which her husband had an interest. This has since become one of the exclusive jewelry establishments of the capital.

It has been an open secret in Washington that the real reason a certain element of snobbish society in the national capital refused to "take up" the second Mrs. Wilson was because she was considered a "tradeswoman." Being a woman of natural modesty and culture, more inclined to maintain her social ties with the friends of her early womanhood than to seek the companionship of others merely because they belonged to the Four Hundred, Mrs. Wilson bore with fortitude the attitude of fashionable society here.

Mrs. Thomas R. Marshall, wife of the former Vice President, was a clerk and stenographer in the office of her uncle, a county official, in a small Indiana town, when "Tom" Marshall, then a Circuit Judge, met her on his rounds and wooed her. Hostess who are familiar with the early career of the Vice President say that Marshall's stock took a rise upon after his marriage, when he ceased to look upon the wife when it was red, and with the aid of a capable life partner, launched on the career which made him Governor of Indiana and then Vice President of the United States.

Mrs. Warren G. Harding also had business training, and it was her splendid ability as circulation manager of the Marion Star which made

it possible for the struggling young publisher, who was later to become President, to make the paper a "go," friends say. Harding set type, wrote editorials and did everything else that is required of an owner of a small town daily or weekly newspaper. Mrs. Harding looked after getting the circulation, keeping newboys "on the job" and many other details of the business office. Her friends say she is probably the most accomplished business woman to reach the White House.

Her training in this respect is expected to be of great value to her husband in the future, as it has been in his rise to the high office he now occupies.
Mrs. Calvin Coolidge was a teacher in a school for mutes at Northampton, Mass., when she married "Cal" Coolidge. She has had considerable business training and is, moreover, possessed of musical talent. Her knowledge of business management is said to have been of great help to young Coolidge in the lean days when he was a young lawyer without remunerative clients.
The Harding and Wilson Administrations are the first where the "business woman" has predominated, but it looks like she has come to stay."

GENUINE BARGAINS FUR COATS AND NECKPIECES

Worn a Few Times in
Motion Picture Productions
To Be Sold at Private Sale at Great Sacrifice.
GENUINE HUDSON \$65
SEAL COAT

Beautiful Seal Doberman \$89
Full Length—Latest Model.
Genuine Hudson Seal Skin, \$113
Handsome Foxe of all descriptions \$20
Beautiful Mink and Skunk Stole, trimmed with gaw and tails, \$35
Other Handmade Neckties and Stoles, including British Checkers, \$10 Up.
MRS. RUSSELL, 241 W. 43rd
Apartment 4, near Broadway
Call at Your Convenience, Day or Evening.

EVERY EXPECTANT MOTHER

Should enjoy the comfort and style of

Lane Bryant Maternity Apparel

At Remarkable Low Prices.
Gowns \$20.95 to \$325.00
Dresses \$1.95 to \$250.00
Negligees 6.95 to 69.50
Middie 1.95 to 7.95
Skirts 4.95 to 24.75
Corsets 4.95 to 14.50
Night Gowns 1.45 to 6.90
Petticoats 1.75 to 10.50
Lane Bryant, 21 W. 38th St.

OPPENHEIM, COLLINS & CO

34th Street—New York

Will Place on Sale Wednesday

A Special Purchase of

1200 Women's

Hand Made Blouses

Values to 5.90

2.95

Hand-embroidered and hand-drawn
Sheer Batiste and French Voile.
Square and round neck models

OPPENHEIM, COLLINS & CO

34th Street—New York

Another Remarkable Sale Wednesday

Wool Plaid

Separate Skirts

For Sport & General Wear

Specially Priced at

9.75

Combination stitched
box and side pleated
model (one illustrated)



Annual Spring Sales Week

Embracing Every Department

Toilet Articles

For the Bath
Specially Priced
for Spring Sales Week

Prices are at their lowest for
Spring Sales Week in our Toilet
Goods Department. Two specials for
to-morrow are:

Imported Bath Soaps, 6 cakes to box, \$1.49
Spring Sales Price, 1.49

Imported Bath Crystals, large bottle, 85c
Spring Sales Price, 85c
(Main Floor)

Decide on your Spring needs NOW, then come to McCreery's to fill them. All during this, our Annual Spring Sales Week, fresh, desirable merchandise from every department is being sold at greatly lowered prices. One can choose almost indefinitely and be certain of definite savings. Tomorrow, Wednesday, is the third day and after that there are but three Sales Week Days left.

James McCreery & Co.

Feather Neckwear

At Spring Sales Prices

Marabou capes with or without
tails; made on silk and silk lined,
Black, Natural, Grey and Brown.
Spring Sales Price, 6.75

Ostrich and Marabou Capes with or without
tails; made on silk and silk lined,
Black, Natural, Grey and Brown.
Spring Sales Price, 8.25

Marabou Stoles or Capes with stole ends,
made on silk and silk lined. Black, Natural
and Brown. Spring Sales Price, 8.25
(Main Floor)

Real Hand-Made Filet Laces

At Lowest Prices for the
Annual Spring Sales



Nothing could be more opportune
during Spring Sales Week than
this sale of FILET LACES and
insertions for Spring and Summer
frocks, blouses and negligees.

Of an exceptionally fine quality are these laces
in designs that are the very acme of daintiness.

3/4 inch Edges, Insertions and Beadings.....	yd.	26c
1 inch Edges and Insertions.....	yd.	36c
1 1/4 inch Edges, Insertions and Beadings.....	yd.	46c
1 1/2 and 1 3/4 inch Edges and Insertions.....	yd.	66c
2 and 2 1/2 inch Edges and Insertions.....	yd.	76c
2 3/4 to 3 1/4 inch Edges and Insertions.....	yd.	96c
3 3/4 inch Edges and Insertions.....	yd.	1.16
4 and 4 1/2 inch Edges and Insertions.....	yd.	1.36
Real Filet Picot.....	doz. yds.	1.50

(Main Floor)

New Spring Dress Trimmings at Exceptional Sales Week Prices

Our Dress Trimmings Section has a wonderful array of
Flouncings and Bands of Beaded, Braided or Embroidered
Georgette or Net; long, handsome Tassels, Girdles, Persian Trimmings,
Fringes and Flower Trimmings. So attractively are they
priced that no woman who is planning her new Spring wardrobe
or refurbishing her old one should delay in making her
selections.

Embroidered Taffeta Bands in Navy,
Grey, Black, White, Brown or combination
of Henna on Navy or Black or Blue
on Black; 12 inches wide.
Spring Sales Price, yd., 4.85

Bands to match, 2 inches wide.....
Spring Sales Price, yd., 1.25

Silk fringe suitable for sash ends. 8 inches deep.

Embroidered Georgette Flouncings in
the most desirable colors.
Spring Sales Price, yd., 5.75

Embroidered Motifs, Black, Brown,
Grey and Navy. Two sizes.
Spring Sales Price, each, 50c and 75c

Spring Sales Price, yd., 1.25

Dressmaking Needs and Notions At Spring Sales Week Prices

Dress Forms, adjustable and telescopic:
"Queen," 28 sections, sizes 1, 2, 3, 25.75

"McCreery Special," 14 sections, sizes
1 and 2, 15.95

Bust Forms, with stand, sizes 34 to 44...
complete, 4.50

Naiad Bolero Dress Shields—
Flesh color..... pair, 95c

White Nainsook..... pair, 80c

Naiad Dress Shields, White Nainsook
covered, pair, 35c; doz. prs., 3.45

"Reliable" Dress Shields, Flesh color,
regular, full dress and crescent shapes.

Size 2..... pr., 35c; doz. prs., 4.00

Size 3..... pr., 40c; doz. prs., 4.50

Size 4..... pr., 45c; doz. prs., 5.00

"Reliable" Dress Shields, White Nainsook
covered, pair, 30c; doz. prs., 3.45

"Naiad" Dress Linings of White Batiste...
40c

Sewing Silk, large spools.....
each, 65c; doz., 7.50

Sewing Silk, 100-yard spools.....
each, 12c; doz., 1.25

Taffeta Seam Binding, Black and White...
piece, 20c; doz., 2.25

Dress Fasteners, White and Black.....
gross, 35c

Dress Fasteners, extra quality; gross, 75c

Dress Belting, 10-yard piece..... 1.35

Dressmaker's Pins.....
1/4-lb. box, 28c; doz., 2.95

Beads for dress trimming.....
bunch, 25c; doz., 2.75

Bugles for dress trimming.....
bunch, 25c; doz., 2.85

Enameled Dress Hangers.....
each, 15c; doz., 1.65

Hair Nets, cap and all-over styles.....
doz., 85c, 1.35, 1.75

Holdtight Hair Wavers.....
10c pkg.; doz. pkgs., 95c

Cube Pins, Jet, Matt and colors.....
20c and 30c

Mystic Mitts..... 3 for 25c
(Main Floor)

Royal Wilton Rugs 58.00

Spring Sales Price

These splendid rugs, which, by
the way, are all fringed, have
been marked down to 58.00 just
for this Sale. They are superior
to other Wilton Rugs which
now sell for much more. It is
indeed a value practically im-
possible to duplicate, and there-
fore one of which advantage
should be taken. The assort-
ment includes many desirable
designs and colorings for either
the living or dining room.
(Eighth Floor)

Modish, Hand-made Pumps and Oxfords for Women

Spring Sales Prices
9.75 and 8.75



The Pumps at 9.75
are quite the daintiest,
most feminine types
produced this season.
There is a sleek, mod-
ish turn to their lines
that only hand work-
manship can achieve.
A single strap spans
the instep. Grey, Black
or Brown Suede; Grey,
Brown or Black Satin;
Tan Calfskin and Black
Kidskin.

The Oxfords at 8.75
affect single and dou-
ble-strap Brogue or
regulation styles, have
plump welt soles and
Cuban, Military or low
College heels. Tan or
Black Calfskin.
(Second Floor)

Little Girls' Frocks

Bear Prices Which Afford Savings

White Voile Dress (illustrated at
left), hand-smocked, in Pink, Blue and
Yellow. Sizes to 4 years. (No Mail Or-
ders received on this garment).

Spring Sales Price, 2.35

Bloomer Dress of Chambray (illus-
trated at right) in sprightly little
straight-line styles adorned with hand-
stitched White Poplin collars, cuffs and
pockets. Sizes 2 to 6 years. Pink,
Blue, Yellow and Green.
Spring Sales Price, 2.50
(Third Floor)

Decorative Art Novelties Have a Double Attraction at These Sales Prices

Handkerchief, Glove and Candy
Boxes. Spring Sales Price, 2.00

Photograph Frames and Pin
Cushions, Spring Sales Price, 2.35

Trays, Spring Sales Price, 1.00 and 2.35

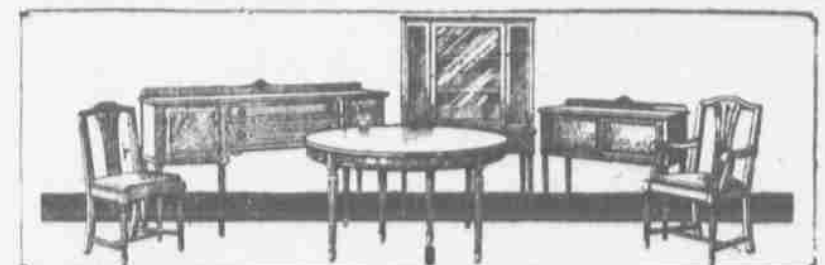
Powder Boxes, Spring Sales Price, 2.45

Pin Boxes, Spring Sales Price, 1.35

Pillows made of Taffeta Silk, plaited
centre (small ruffle around).
Spring Sales Price, 3.95

Lingerie Pillows, Madeira Em-
brodered Linen Slip, over Pink or
Blue covered pillow.
Spring Sales Price, 4.95
(Third Floor)

McCreery "Master-Made" Furniture Very Low Priced for Spring Sales Week



Ten-piece Louis XVI. Model Dining Room Suite, illustrated,
made of Solid Mahogany, includes 72-inch Buffet, China Cabinet,
Extension Table, Enclosed Service Table, Five Side Chairs and
One Arm Chair. formerly 950.00. Spring Sales Price, 475.00
(Seventh Floor)

Where there is Justice, Co-operation, Economy and Energy there is Service.

James McCreery & Co.

5th Avenue

Telephone Fitzroy 3400

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It Pays to Buy
Veilings by the Yard
When One Yard Costs But
40c

Fancy and Plain Meshes with Colored
Chenille Dots and Clusters.
(Main Floor)